

Message Text

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PAGE 01 TEL AV 08322 101431Z

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ACTION NEA-10

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FM AMEMBASSY TEL AVIV

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AMEMBASSY TEHRAN

UNCLAS TEL AVIV 8322

FOR OIM/SAD - FROM ADVANCE OFFICER RYAN

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TAGS: BEXP, IS

SUBJECT: BUILDING PRODUCTS AND CONSTRUCTION EQUIPMENT
SPECIALIZED TRADE MISSION, ISRAEL AND IRAN JAN 9-20, 1977

1. PRELIMINARY WORK SUBJECT TM PROCEEDING ON SCHEDULE.
TYPICAL OUTSTANDING SUPPORT BEING PROVIDED BY EMBASSY.

2. LOGISTICS: SINCE TM MEMBERS ARRIVING VARIOUS FFLIGHTS
SAT JAN 8, NO ATTEMPT WILL BE MADE TO MEET AT BEN GURION
AIRPORT. HALF HOUR TAXI RIDE TO TEL AVIV COSTS IL 85 OR
\$10. EMBASSY HOLDING WRITTEN CONFIRMATION EIGHT SINGLES
PLUS PRESIDENTIAL SUITE PLAZA HOTEL, TEL AVIV. NET COST
OF SINGLES INCLUDING SERVICE \$19.84. HOTEL ASSURES POST
ALL SINGLES WILL BE LOCATED SEVENTEENTH FLOOR ADAJCENT
TO SUITE. HOTEL CONFIRMS RESERVATION FOR A.T. KORNYLAK
FROM JAN 5, AND POST WILL ARRANGE APPOINTMENT
SSCHEDULE JAN 6 AND 7. HOTEL NOTES JOE HEARIN REQUIREMENT
FOR DOUBLE BED. SUCH ACCOMMODATION PROVIDED WITH SHOWER
INSTEAD OF BATH. SUNDAY AND MONDAY JAN 9-10 WILL BE SET
ASIDE FOR CONTRACTOR AND BUILDER BRIEFINGS AND VISITS TO
VARIOUS WORK SITES FOR ASSESSMENT ISRAELI STATE-OF-ART
CONSTRUCTION INDUSTRY AND POTENTIAL PROBLEM SOLVING.
SUNDAY MORNING GROUP WILL DEPART PLAZA HOTEL 0730 HOURS
BY TWO HIRED CARDS FOR TRIP TO HAIFA AND NAZARETH FOR
ALL DAY VISIT VARIOUS BUILDING SITES, HOSTED BY DRUCKER
COMPANY. MONDAY MORNING 0800 HOURS EMBASSY OFFICERS
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PAGE 02 TEL AV 08322 101431Z

WILL CONDUCT IN-DEPTH BRIEFING ON STATE OF

ECONOMY AND DOING BUSINESS IN ISRAEL.

WHILE TM MEMBERS SHOULD BE AWARE CONSTRUCTION INDUSTRY IS DEPRESSED AT PRESENT, INDICATIONS ARE THAT SLOW-DOWN BOTTOMING OUT AND LATE NEXT YEAR BUILDING ACTIVITY EXPECTED PICK UP. IN TERMS LOCATING AGENTS AND DISTRIBUTORS AND BEING POSITIONED ACCOMMODATE MARKET NEEDS WHEN BUSINESS DOES RESUME, THIS IS APPROPRIATE TIME FOR TM VISIT. AGENTS, DISTRIBUTORS AND END-USERS PRESENTLY HAVE TIME TO MEET VISITORS AND CONSIDER BUSINESS ARRANGEMENTS. THIS WOULD NOT BE CASE IF CONSTRUCTION ACTIVITY WERE IN BOOM PHASE. SECOND HALF OF BRIEFING WILL BE CONDUCTED AT EMBASSY BY ENGINEER ISSAHAR OREN UNDER AUSPICES FEDERATION OF CONTRACTORS AND BUILDERS. THIS GROUP HAS BEEN HIGHLY COOPERATIVE IN ARRANGING TWO DAYS TECHNICAL VISITS AND IN PUBLICIZING TM. OREN WILL COVER VARIOUS TECHNICAL ASPECTS ISRAELI CONSTRUCTION INDUSTRY AND IS IMMANENTLY QUALIFIED ANSWER ANY TM QUESTIONS ON BUILDING PRACTICES AND MARKET DEVELOPMENT OPPORTUNITIES FOR TM GROUP. BALANCE OF MONDAY WILL BE SPENT VISITING SITES IN TEL AVIV AND ENVIRONS. BY MONDAY NIGHT TM GROUP WILL BE TOTALLY AWARE OF ISRAELI BUILDING PRACTICES AND WILL HAVE A VALID FIX ON HOW THEIR PRODUCT LINES CAN FIT INTO THE SYSTEM. THIS MARKET AWARENESS WILL POSITION THEM EXCELLENTLY FOR THREE DAYS OF INTENSIVE MEETING WITH CANDIDATE AGENTS/DISTRIBUTORS AND END-USERS. TUESDAY, WEDNESDAY AND THURSDAY, JAN 11-13 ARE SET ASIDE FOR THIS PURPOSE. MEETINGS WILL BE HELD AT AMERICA HOUSE, HEADQUARTERS OF ISRAEL-AMERICA CHAMBER OF COMMERCE, PRESTIGE ADDRESS IN TEL AVIV, IN THE 11TH FLOOR BOARD ROOM, PRESIDENT'S OFFICE AND AMERICA HOUSE CLUB. THESE FACILITIES PROVIDED GRATIS BY CHAMBER, WHO ALSO ASSISTING IN PUBLICIZING TM AMONG THEIR MEMBERS.

3. RECEPTION: IT IS PLANNED THAT THIS SOCIAL FUNCTION WILL BE HOSTED BY A SENIOR EMBASSY OFFICER AT A SUITABLE SITE. EXPECTED ATTENDANCE WOULD BE 75-80 PERSONS, PRIMARILY THOSE ACTIVE IN CONSTRUCTION TRADES. RECEPTION WILL BE HELD FROM 1830 TO 2030 HOURS MONDAY, JAN 10.

UNCLASSIFIED

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PAGE 03 TEL AV 08322 101431Z

4. SUPPORT STAFF: COMMATT RUEDA IS CONTROL OFFICER FOR THIS TM, ABLY ASSISTED BY SENIOR COMMERCIAL SPECIALIST HESKEL YEHUDA, ALTHOUGH ALL HANDS IN COMMERCIAL SECTION ARE PITCHING IN TO ASSURE SUCCESS THIS TM. EXCELLENT CONNECTIONS COMMERCIAL SECTION WITH ISRAELI MARKET AND GENERAL EAGERNESS ISRAELI BUSINESSMEN MEET WITH THEIR AMERICAN COUNTERPARTS WILL ASSURE FULL AND

PRODUCTIVE WEEK FOR TM MEMBERS. HANDLING BROCHURE MAILINGS AND SPECIFIC APPOINTMENT SCHEDULES WILL BE TEMPORARY-HIRE ADMIN ASST SYLVIA BENSON, WHO PROVIDED YEOMAN SUPPORT FOR BUSINESS SYSTEMS SHOW-AND-SELL IN OCTOBER. HER EMPLOYMENT WILL BE ON AS-NEEDED BASIS FOR TOTAL 21 DAYS, PROBABLY DEC 13-17 AND DEC 27 THROUGH JAN 18.

5. TRANSPORTATION: TWO CARS AND DRIVERS WILL BE HIRED FOR JAN 9 AND 10 TOURS TO BUILDING SITES. IF POST TRANSPORT UNAVAILABLE, CARS WILL ALSO BE HIRED TO TAKE TM MEMBERS TO RECEPTION AND TO AIRPORT AT CONCLUSION OF TM.

6. FLIGHT TO TEHRAN: POST HAS WRITTEN CONFIRMATION FROM AIR FRANCE FOR NINE SEATS ON FLIGHT AF-192 DEPARTS TEL AVIV 1635 HOURS, ARRIVES TEHRAN 2110 HOURS, FRIDAY, JAN 14. IN ORDER AVOID ANY POSSIBILITY DOUBLE BOOKING, SUGGEST SAD PROJECT OFFICER TEL TM MEMBERS HAVE TICKETS ISSUED WITH SECTOR TEL AVIV/TEHRAN OPEN DATED. TICKETS WILL BE VALIDATED IN TEL AVIV FOR AF-192 ON SUNDAY JAN 9. SUGGEST SIMILAR OPEN-DATED TICKETING ARRANGEMENTS FOR SECTORS TEHRAN/ISFAHAN/TEHRAN, AGAIN TO OBTAIN DOUBLE BOOKING POSSIBILITY.

7. PUBLICITY: USIS HIGHLY COOPERATIVE IN ASSISTING PLACEMENT TM STOREIES IN ISRAELI PRESS. PRESENT THING PROVIDES TWO RELEASES, ONE WEEK DEC QEN SECOND JUST PRIOR ARRIVAL TM. PICK-UP PROBABLE ONE OR TWO NEWSPAPERS AND SIMILAR COVERAGE ECONOMIC JOURNALS. PHOTOGRAPHIC COVERAGE WILL BE PROVIDED FOR RECEPTION AND WORKING MEETINGS AT AMERICA HOUSE.

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PAGE 04 TEL AV 08322 101431Z

8. BUDGET: APPROVED BUDGET FOLLOWS:
PRINTING (FARSI BROCHURE MATERIAL,
INVITATION LETTER) \$40.-
TRANSPORTATION (2 CARS AND DRIVERS
PLUS MILEAGE TWO DAYS) \$500.-
SECRETARY HIRE (200 HRS.
AT \$4.50 PER HR.) \$900.-
HOTEL SUITE (\$86 NET X 6 NIGHTS) \$500.-
PHOTOGRAPHIC COVERAGE \$100.-
CONTINGENCY ALLOWANCE \$300.-
TOTAL FOR OPERATIONS \$2340.-
RECEPTION AND HOSPITALITY SUITE
SUPPLIES \$500.
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